

THE MID-YEAR SIX
257 CARS IN ONE

Mitchell

\$1325 F. O. B. Racine
WITH TWENTY-SIX
EXTRA FEATURES

Makes Men Stop and Think

This Car is a Lesson in Factory Efficiency Which Business Men Can Never Forget

This is to men who believe in efficiency. To men who rebel at waste or extravagance, lost time or lost effort, or multiplied profits.

The New Mitchell offers an impressive example of factory efficiency made a fine art. We urge every man to see it.

Who is John W. Bate?

John W. Bate, the efficiency engineer, has for 30 years been famous. But only in the inner circles of men who build machines.

Silent and modest—cooped up in a workshop—the world has known naught of his genius. Yet he has revolutionized several vast industries. And he has saved to the buyer of travel machines tens of millions of dollars.

Now we think it time, with the advent of this 17th Mitchell, to give him proper credit.

Costs Cut in Two

John W. Bate has cut Mitchell factory costs in two. Every building in our 45-acre plant has been designed by him for this purpose.

Every machine among our 2092 cuts the

cost on some part to the minimum. Every man and method is a second-saver.

And the car itself—in its utter simplicity—in its 184 drop forgings—in its 256 steel stampings—is a prime example of efficient designing.

All of these things we owe to John W. Bate, who has given 13 years to the Mitchell.

Now 26 Extra Features

Now, as a result, you buy a powerful Six—extra long and roomy, but very light—for \$1325.

You get a 22-coat finish. You get deep, costly upholstery. You get a wealth of Chrome Vanadium steel.

You get the Bate cantilever springs, an engine-driven tire pump, reversible headlights. You get 26 extra features—things you would miss—all paid for through factory savings.

Let your Mitchell dealer show them.

A Composite Beauty

This Mid-Year Mitchell—in lines and equipment—combines all the best features our experts found in 257 Show models. Plus all our own creations.

We waited for the verdict on the new styles. And this is a composite model of all that was most attractive.

This Mitchell chassis has been selected by 36 noted engineers, and purchased by them for their personal cars. Your dealer has a list of them. This stamps the Mitchell supreme in engineering.

The makers of Hyatt bearings found six Mitchell cars which had averaged 164,372 miles each—over 30 years of ordinary service. This marks the Mitchell supreme in endurance.

The Bate cantilever springs—found in Mitchell alone—make it supreme in comfort.

This car can have no rival with any man who investigates these facts.

\$1325 f. o. b. Racine

For 5-Passenger Touring Car
or 3-Passenger Roadster

7-Passenger Body \$35 Extra

With a high-speed, economical, six cylinder engine of enormous power. Wheelbase, 127 inches. Anti-skid tires on rear; complete equipment, including engine-driven tire pump; reversible headlights.

MITCHELL MOTORS COMPANY, Inc.
Racine, Wis., U. S. A.

